

[illegible]

1. An online postcard order and creation system,
comprising:

- (b) a user login subsystem by which a novice customer

(c) a novice order creation subsystem accessible and employed by a logged-in novice customer who chooses to place an order and create a postcard online by selecting an image from a database in the online site server having a library of offered images; and

- (d) an order tracking subsystem which is accessible by

2. The system of claim 1 wherein the novice customer

3. The system of claim 2 wherein the novice customer

4. The system of claim 1 wherein the novice customer

an administrative control subsystem which allows internal

f to view, report and edit novice customer orders and

11. The system of claim 10 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem.

12. The system of claim 7 further comprising:

an administrative control subsystem which allows internal staff to view, report and edit customer orders and account data stored in the online site server and employed in the operation of the order creation subsystem.

13. An online postcard order and creation system, comprising:

(a) an online site server;

(b) a user login subsystem by which customers create their accounts and logs into the online site server;

(c) a novice order creation subsystem accessible and employed by a logged-in novice customer who chooses to place an order and create a postcard online by selecting an image from a database in the online site server having a library of offered images;

(d) a professional order creation subsystem accessible and employed by a logged-in customer who chooses to place an order and create the postcard by submitting press-ready artwork of the postcard; and

(e) an order tracking subsystem which can be accessed by a customer to view the status of a submitted order.

14. The system of claim 13 wherein the novice customer further chooses to place the order and create the postcard online by selecting and previewing a layout of the postcard front and back.

15. The system of claim 14 wherein the novice customer

